

CLAIMS:

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1. A method of generating a recommendation for a selection of a piece of clothing (101-105), comprising maintaining a clothing profile, detecting a piece of clothing (101-105) being selected and updating the clothing profile based on said selection, and generating the recommendation from the updated clothing profile.

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2. A system (120) for generating a recommendation for a selection of a piece of clothing (101-105), comprising user profiling means (302) for maintaining a clothing profile, detection means (111) for detecting a piece of clothing (101-105) being selected, coupled to the user profiling means (302) for updating the clothing profile based on the selected piece of clothing (101-105), recommendation means (303) for generating a recommendation from the updated clothing profile, and presentation means (200) for presenting (201) the recommendation to the user.

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3. The system (120) of claim 2, further comprising generating the recommendation comprises determining a list of available pieces of clothing (101-105), combining plural pieces from the list to form a collection of subsets, the recommendation comprising at least one subset from the collection of subsets.

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4. The system (120) of claim 3, the recommendation means (303) being arranged for eliminating from the collection a number of subsets that are not suitable for a present situation.

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5. The system (120) of claim 2, wherein the user profiling means (302) are coupled to smart card read/write means (306, 310, 311) for maintaining the clothing profile stored on a smart card (320).

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6. The system (120) of claim 2, further comprising input means (202) for determining a purpose for which the piece of clothing has been selected, the user profiling

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means (302) being arranged for updating the clothing profile further based on the determined purpose.

7. The system (120) of claim 6, the input means (302) being arranged for
5 determining the purpose based on an appointment in an electronic calendar.

8. A method of presenting a targeted clothing advertisement to a user,
comprising obtaining a clothing profile for the user, determining a clothing product that
matches the clothing profile, and sending an identifier of the clothing product to the user.

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9. The method of claim 8, further comprising generating a representation (201)
of the clothing product using the identifier and rendering the representation (201) to the user.

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The method of claim 8, whereby the clothing profile is obtained by reading the
clothing profile from a smart card (320).

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